

BUICK

1933



Admirable as have been Buick achievements in former years, it may be said with complete justification that never before has Buick offered such consummate luxury as it now presents in its new series . . .

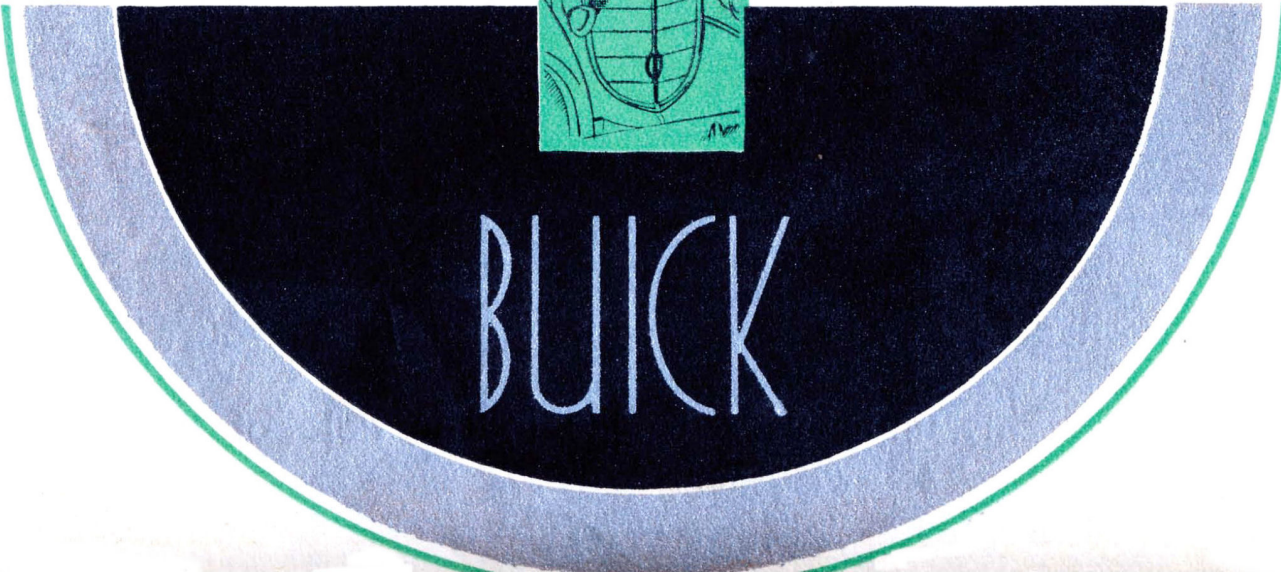
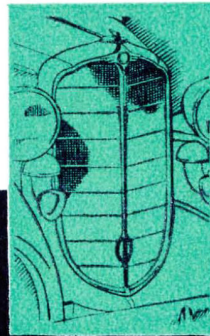




Buick for 1933

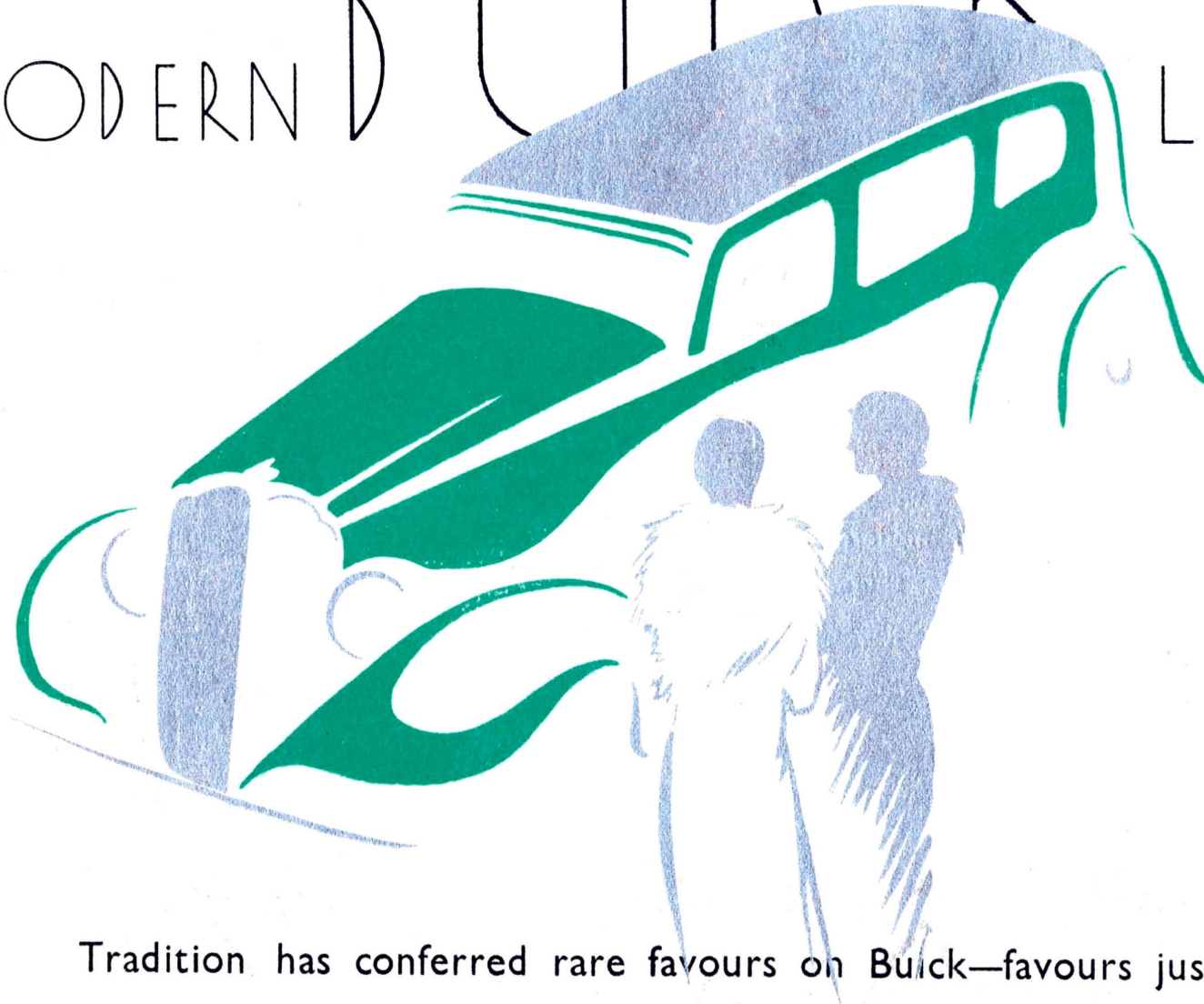
These illustrious new Buick models are so near perfection mechanically, so captivantly styled, and so supremely fine in every detail of their finish and appointment, that there is, literally, nothing with which to compare them in the realm of motor car design . . . Broad as that statement seems at first thought, it is so firmly founded on fact that we are confident your experience with the new Buick models will lead you to the same opinion . . . Let us, for the moment, consider appearance. In the graceful sweep of every line, in the deft turn of every contour, and most of all in the masterly conception of each car as a whole, you will find the epitome of modern beauty. About every model in this new series there

is an air—a character—a distinction—that sets the car apart, unmistakably, as a masterpiece. Here is, in truth, so perfect a mastery over motion that words cannot adequately describe it. Here is a response in acceleration, speed and power so fluent—so supremely polished, capable and quiet—that one is never conscious of the slightest mechanical effort . . . This excellence in performance is, naturally, the result of many years' steadfast adherence to a resolve that Buick will always build as finely as it is possible to build. It is an achievement of collective craftsmanship made possible only by the unique combination of Buick experience . . . Buick tradition . . . Buick facilities . . . and Buick resources.



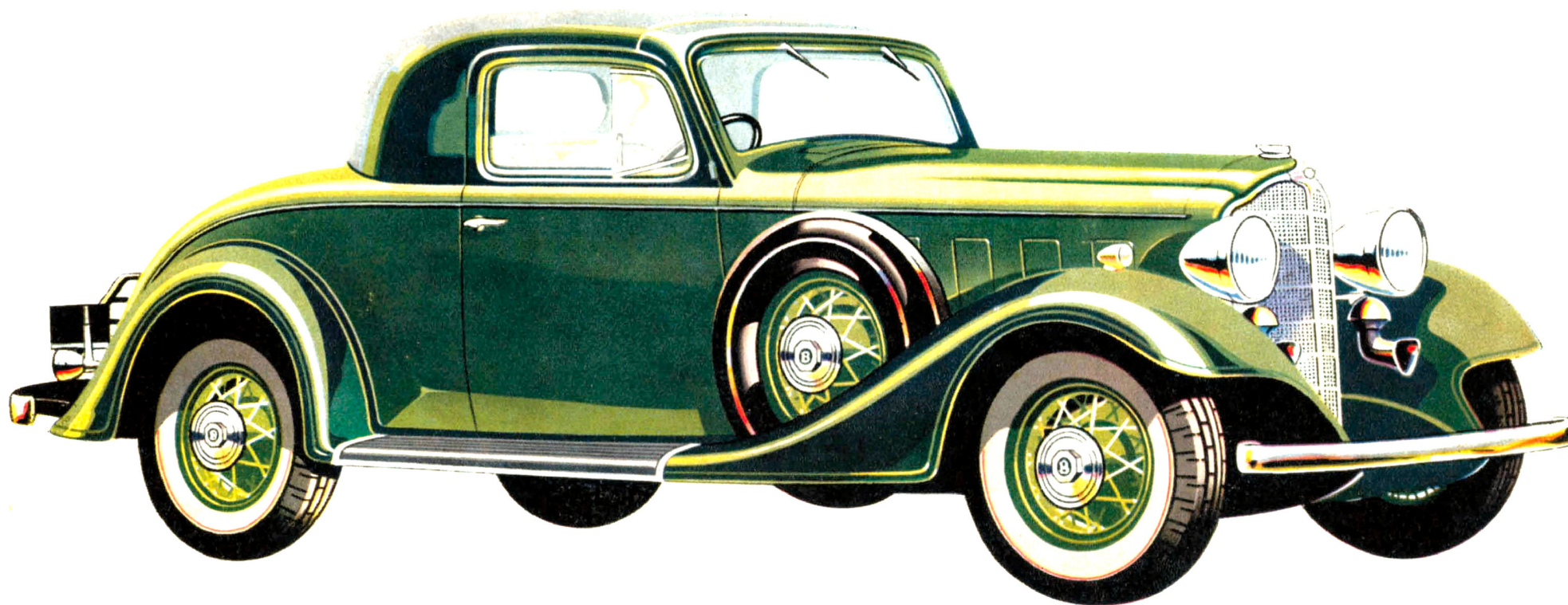
BUICK

MODERN BULLOCK LINES



Tradition has conferred rare favours on Buick—favours justly
deserved by this undisputed leader in the field of fine cars





The 1933 Buick Coupe

The graceful, wind-stream rear-end design gives the 1933 Buick Coupe a degree of sophisticated smartness never before attained. Its over-all lines constitute a perfect symphony of design . . . an ensemble of grace and beauty.

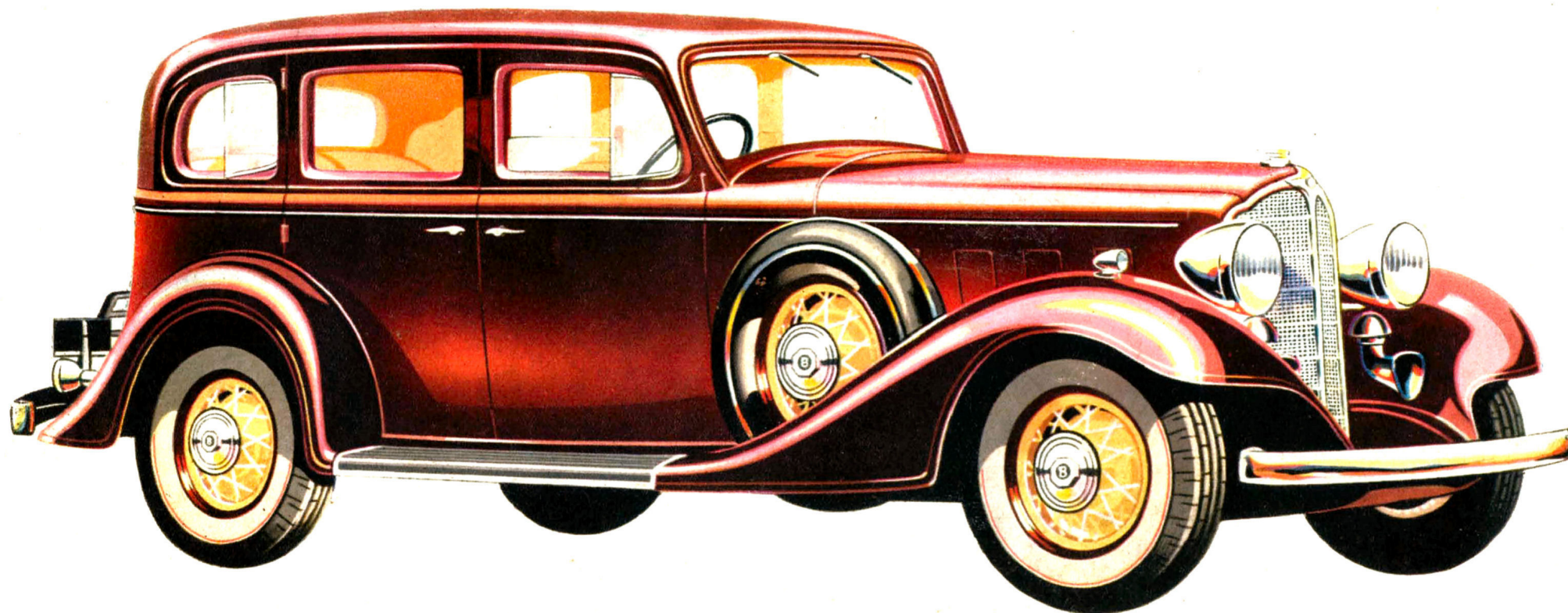
Never have the skilled Buick artisans wrought more graceful fittings, nor designed more beautiful appointments than those which adorn the 1933 Buick. The luxurious trimming of the door panel represents modern refinement.

MODERN BUICK LINES



A new captivating style . . . a new grace in every sweep of line . . .
a new completeness in appointments . . . yet still inimitably Buick

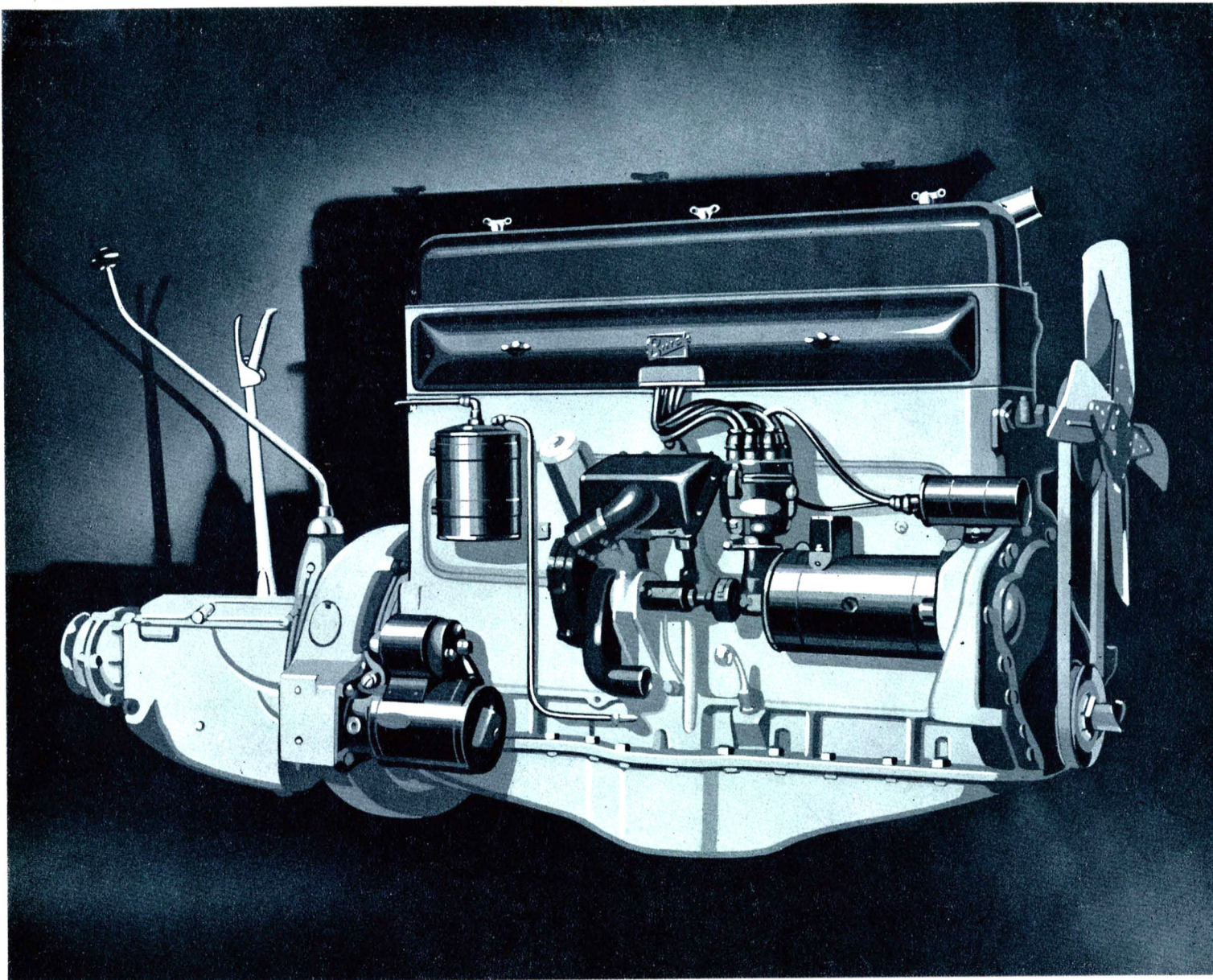




The 1933 Buick Sedan

The 1933 Buick Sedan admirably reflects over a quarter of a century of progress in motor car manufacture; it is a car that has no counterpart . . . a car that only Buick could give you . . . "the finest car Buick ever built."

New distinction is given to interior appointments . . . folding centre arm rest . . . driving comfort is assured by the 119-inch wheelbase . . . silent synchro-mesh transmission . . . and patented no-draught ventilation system.

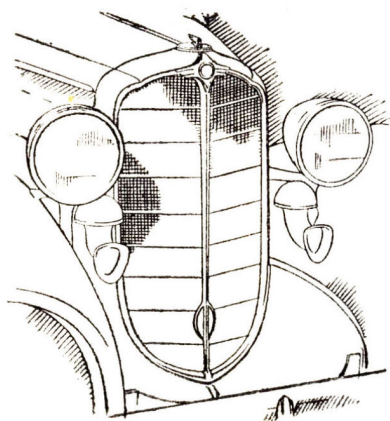


The 1933 Buick Engine

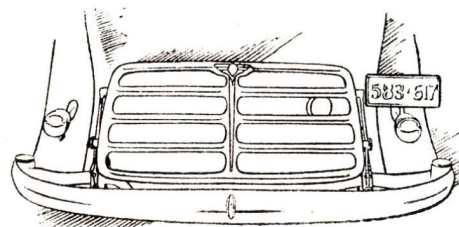
Correct design, continual development and precise manufacture have made the Buick Valve-in-head engine the preferred engine for power, speed, smoothness, and economy.

The engine is mounted on five cushions of soft rubber, which ensure an even and smooth flow of power at all speeds and entirely eliminate the transmission of engine vibrations.

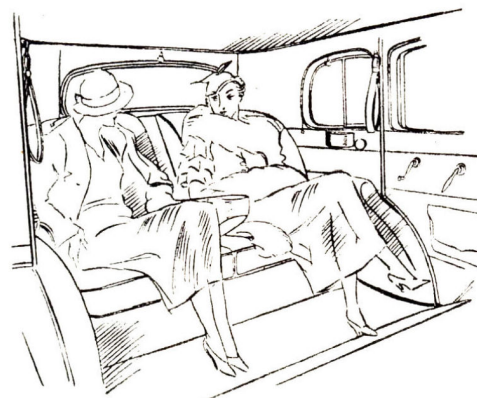
The grace and beauty of the new V-type radiator is in complete harmony with the longer, lower wind-stream body styling.



Added grace is given to the wind-stream back by the one-piece trunk rack and the neat, single Chromium-plated bumper.



Tailored interiors invite relaxation. The arm rest fits flush into the back cushions, leaving ample room for three passengers.

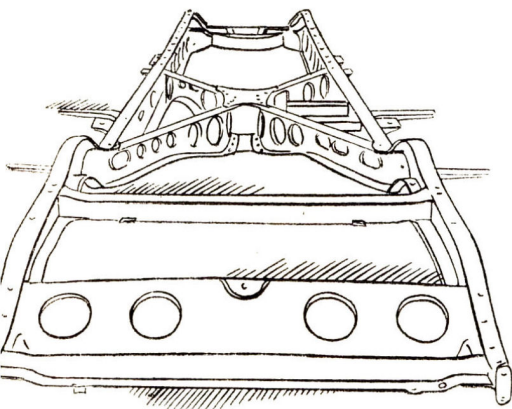


A healthful flow of air is assured in any weather by the patented No-draught individually controlled ventilation system.



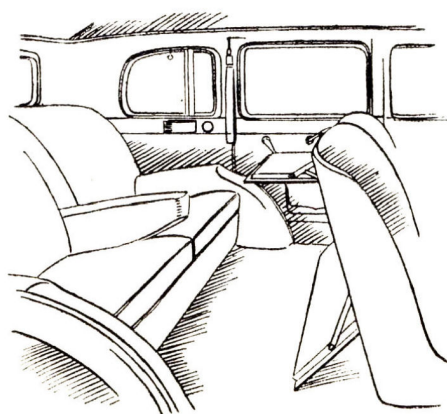
STRENGTH

The massive double drop X-type frame with reinforced side channels—one of the basic reasons for Buick's sturdy strength.



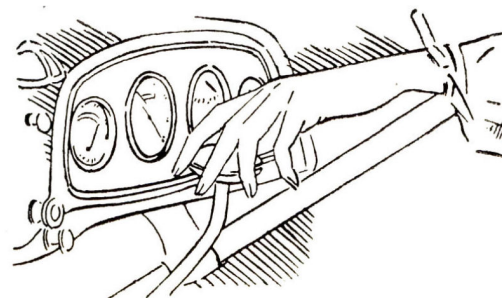
LUXURY

Assist cords, ash trays, foot rest and writing-card table are distinctive features of Buick exclusiveness, luxury, and comfort.



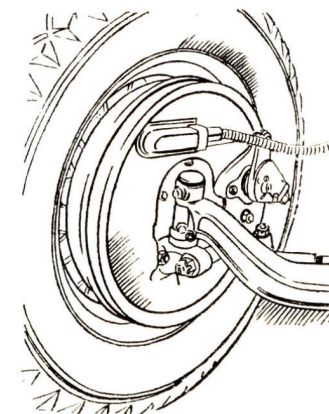
CONVENIENCE

Improved silent synchro-mesh transmission and noiseless second gear give Buick quick, perfect gear changing at all speeds.



SAFETY

The mighty force of the Servo-controlled brakes operates smoothly and easily on all four wheels, giving security and ease.



WHEN BETTER CARS ARE BUILT . . . BUICK WILL BUILD THEM

SPECIFICATIONS

ENGINE—Straight eight, overhead valve design, unit power plant type. Five point suspension, two supports at front, two at flywheel housing, and one at the rear of transmission. All supports mounted in soft rubber. R.A.C. or S.A.E. rating, 27.61 h.p.; brake h.p., 83 at 3,200 r.p.m.

CYLINDERS—Cast in block, integral with crankcase. Cylinder block reinforced between cylinders to reduce distortion.

VALVES—Intake, 1 $\frac{1}{8}$ in. diameter; exhaust, 1 $\frac{1}{4}$ in. diameter.

CRANKSHAFT—Five bearing drop forged carbon steel. Shaft is statically and dynamically balanced and fitted with eight counterweights.

CRANKSHAFT BEARINGS—

Front	-	-	Diameter, 2 $\frac{1}{16}$ in.	Length, 1 $\frac{1}{2}$ in.
Front Centre	-	-	" 2 $\frac{3}{16}$ in.	" 1 $\frac{1}{4}$ in.
Centre	-	-	" 2 $\frac{7}{16}$ in.	" 1 $\frac{1}{8}$ in.
Rear Centre	-	-	" 2 $\frac{1}{16}$ in.	" 1 $\frac{1}{4}$ in.
Rear	-	-	" 2 $\frac{7}{16}$ in.	" 1 $\frac{1}{8}$ in.

CAMSHAFT BEARINGS—Five replaceable steel-backed babbitt-lined bearings. **OILING SYSTEM**—Force feed, oil pumped from oil pan through oil temperature regulator, then into main bearings, lower connecting rod bearings, camshaft bearings and rocker arms.

CARBURETTOR—Marvel, double throat or dual updraught carburettor, with each carburettor feeding four cylinders, producing the maximum in power, efficiency and economy. Thermostatic heat control located on exhaust manifold.

FUEL SUPPLY—AC fuel pump with filter and sediment bowl, integral with pump.

IGNITION—Delco-Remy separate units.

TRANSMISSION—Power operated dry plate clutch with silent-second synchro-mesh gears. Three speeds forward, one reverse.

COOLING—Sloping "V" shaped radiator with protecting grill in front of core. Thermostatic by-pass type of water temperature control.

FRONT AXLE—Drop forged carbon steel, "I" beam section, reverse Elliott type.

REAR AXLE—Semi-floating. Pressed steel banjo type housing.

BRAKES—Four-wheel mechanical internal expanding, two-shoe internal servo type.

WHEELS—6 wire wheels, two spares carried in fender wells.

TYRES—6'00 x 17 balloon.

STEERING GEAR—Worm and roller type with hour glass type worm. Fully adjustable.

SPRINGS—Semi-elliptic front and rear. Front springs, 36 $\frac{1}{2}$ in. long; rear, 56 in. long.

FRAME—Double drop type. "X" type centre cross member with front arms of "X" continuing along the inside of frame from rear engine support to front cross member, thus forming a box-type girder construction at the front half of the frame.

EQUIPMENT—Theft-proof combination ignition switch and steering lock on steering post bracket; complete tool kit, twin tail and stop lights; twin horns; adjustable driver's seat; no-draught ventilation, individually controlled.

WHEELBASE—119 in.

SPECIFICATIONS AND EQUIPMENT SUBJECT TO CHANGE WITHOUT NOTICE.

SERVICE EVERYWHERE

In addition to Buick's unusual service policy, there are throughout Australia hundreds of specialised Buick dealers with properly trained and equipped mechanics . . . conversant with Buick.

Thousands of people have bought Buick cars on the convenient and accepted G.M.A.C. plan of deferred payments.

You, also, can purchase a new Buick on the convenient G.M.A.C. deferred payment plan.

Because G.M.A.C. (General Motors Acceptance Corporation) is a unit of General Motors and the largest time financing institution in the world, you save money through low finance charges, secure valuable insurance protection, and are assured of considerate treatment. Your dealer can arrange your new Buick purchase on a plan fitted to your requirements. Ask him to discuss details with you to-day.

An unusual Owner Service Policy for YOUR PROTECTION

For 90 days, or 3,000 miles of operation, you are protected against defective workmanship or material under the terms of General Motors - Holden's Ltd. unusual Owner Service Policy. In addition to this, you are entitled to two thorough inspections and adjustments without charge.

OWNER
SERVICE
POLICY

